ORDER

Orders

Order / Rev:	**363526**
Alt Order #:	06865017
Product Desc:	DEAN HELLER
Estimate:	
Flight Dates:	10/17/12 - 10/23/12
Original Date / Rev:	10/17/12 / 10/17/12
Order Type:	GENERAL

KTNV - Las Vegas

Primary AE:	Anjanette Brady
Sales Office:	PPH
Sales Region:	NAT

Agency

Name:	**Strategic Media Services**
Buying Contact:	
Billing Contact:	
	3299 K Street NW
	Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	**Heller/R/Senate**
Demographic:	A35+
Product Codes:	PL State Senate
Priority:	P-01
Revenue Codes:	AGY-TRANS, POL CAND, CAND

New Business Thru:	
Order Separation:	00:10:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	8	$18,500.00	$15,725.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	8	$18,500.00	$15,725.00	0.00
Totals	8	$18,500.00	$15,725.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anjanette Brady			Start Of Order - End Of Order	100%

Order Share	Share	Total
KTNV - Las Vegas	18%	$18,500.00
Market	100%	$102,777.78

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KELV	0%	$0.00
KFBT	0%	$0.00
KHDF	0%	$0.00
KINC	0%	$0.00
KLAS	25%	$25,694.44
KLVX	0%	$0.00
KMCC	0%	$0.00
KSNV	26%	$26,722.22
KTUD	1%	$1,027.78
KVMY	5%	$5,138.89
KVVU	22%	$22,611.11
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	3%	$3,083.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KTNV	10/19/12	10/19/12	M-F 7-9a	CM	M-F 7-9a - - - - F - -	:30	2	$300.00	P-05	0.00 NM	2	$600.00
				Good Morning America									

Order / Rev: 363526 Advertiser: Heller/R/Senate

Alt Order #: 06865017 Product Desc: DEAN HELLER **KTNV - Las Vegas**

Flight Dates: 10/17/12 - 10/23/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		GOOD MRN AMR													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	----F--	2	$300.00	0.00								
2	KTNV	10/22/12	10/22/12	M-F 7-9a	CM	M-F 7-9a	M------	:30	2	$300.00	P-05	0.00	NM	2	$600.00
				Good Morning America											
		GOOD MRN AMR													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	M------	2	$300.00	0.00								
3	KTNV	10/23/12	10/23/12	M-F 7-9a	CM	M-F 7-9a	-T-----	:30	1	$300.00	P-05	0.00	NM	1	$300.00
				Good Morning America											
		GOOD MRN AMR													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	-T-----	1	$300.00	0.00								
E 4	KTNV	10/22/12	10/22/12	Monday ABC Prime Othe	CM	DWTS	M------	:30	1	$7,000.00	P-03	0.00	NM	1	$7,000.00
				DWTS		(8:00 PM-10:00 PM)									
		DWTS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	M------	1	$7,000.00	0.00								
E 5	KTNV	10/23/12	10/23/12	Tue ABC Prime B	CM	DANCING-RESUL	-T-----	:30	1	$5,500.00	P-05	0.00	NM	1	$5,500.00
				DANCING-RESULTS											
		DANCING-RESULTS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/22/12	10/28/12	-T-----	1	$5,500.00	0.00								
E 6	KTNV	10/18/12	10/18/12	Thu ABC Prime B	CM	GREY'S ANTMY	---T---	:30	1	$4,500.00	P-01	0.00	NM	1	$4,500.00
				GREY'S ANTMY											
		GREY'S ANTMY													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	---T---	1	$4,500.00	0.00								
													Totals	8	$18,500.00